

Now Brewing Online: Oldtown White Coffee Records Double Digit Growth

Aims For E-Commerce To Make Up 10% Of Total Business



Kuala Lumpur, Nov 4, 2019 (Issuewire.com) - Perak which was once a mining town is today the largest producer of white coffee that is so popular, it has received global recognition and placed on par with cafes, espresso bars and roasteries.

When one speaks of white coffee, they immediately think of OLDTOWN White Coffee. When the brand

was first introduced in 1999, it immediately became every coffee lover's next best thing; loved for its deep, bold, non-acidic and sweet notes. Back then, you could only enjoy them from home if you got packet from the supermarket.

The experience of having white coffee was further made enjoyable with the opening of OLDTOWN White Coffee food and beverage outlet. The aim was to recreate the ambience of old town Ipoh, where it all began, for customers to soak in as they enjoy a cuppa paired with toast bread with kaya and butter, or peanut butter spread.

OLDTOWN White Coffee has since grown from strength to strength; two decades later, it is the no.1 white coffee brand in Malaysia with accolades and awards to boast. It has also exported its products to 19 countries across the globe, offering consumers from as far as the United Kingdom, the US, Australia, New Zealand and South Korea, the chance to savour a good cup of authentic white coffee. Meanwhile, the brand has also widened its cafe chain across the region; to-date, 240 F&B outlets in Singapore, Indonesia, Hong Kong and Myanmar with plans to open in Shanghai.

Despite having well-received in both local and foreign markets, the homegrown brand is not one to rest on its laurels. It continues to expand its footprint, but this time in the digital space, identifying e-commerce as its next engine of growth. To keep up with the changing demands of its consumers and remain relevant to the digital-savvy, it ventured into the digital space and began selling its products on one of China's online shopping platforms in 2014. It has been recording a double-digit growth ever since.

To further grow its digital footprint and make its products more accessible in the local market, OLDTOWN White Coffee has invested in technology with advanced systems to handle the demanding needs of today's e-commerce landscape. It has also turned to e-commerce platform Shopee to further fuel its sales. It officially launched its official store on the platform in March 2019, offering a wide assortment of OLDTOWN White Coffee products to consumers. The OLDTOWN White Coffee official store on Shopee serves as a digital replica of the offline store with close to 50 different SKUs and bundles. This digital expansion has also proven to be a success; its products receiving thousands of orders in a month on average, also generating a double-digit growth.

"OLDTOWN White Coffee has been around for two decades now. In the initial years, the intention was to create brand awareness and instill the love for white coffee as we want people to be able to enjoy it with their loved ones. Now that has been achieved, it is important that we continue planning for a strong growth trajectory whilst maintaining our market leadership as the no.1 white coffee brand in Malaysia. Seeing as how the retail trends are evolving and that more Malaysians are shopping online now, it is clear that our direction and next course of action will be to focus on our online trade channels. By enabling our products to be accessible online, we are also making it easier for our customers to make their recurring purchases. This venture is still new for us but just in the Malaysian market alone, we project that e-commerce will contribute 1.4% to our gross revenue by year end," said Ong Kian Ching, General Manager Commercial Division of JDE OLDTOWN.

JDE is a global coffee and tea company that acquired OldTown Bhd in 2018 as it looks to expand its coffee empire aggressively. Its vision is to grow its overall e-commerce business with the aim for e-commerce to contribute at least 10% to JDE's total revenue by 2023.

To reward its customers for their support towards the brand and their love for white coffee, OLDTOWN White Coffee is participating in the Shopee 11.11 Big Sale where OLDTOWN White Coffee will be offering storewide discounts of up to 39% on selected variants, as well as a RM7 voucher with a

minimum spend of RM75 and RM11 voucher with a minimum spend of RM120 to be applied on top of the discounts.

The campaign and deals are valid from now till 11 November. Shoppers who visit the platform will get to enjoy free shipping with a minimum spend of RM11, daily cashback up to 111% and a chance to purchase a Toyota Vios for only RM1.

To enjoy a cup of OLDTOWN White Coffee, visit <https://shopee.com.my/oldtownwhitecoffee.os>



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